

MAKING A DIFFERENCE

ONTARIO BREASTFEEDING RATES

89.2 % of parents initiate breastfeeding
35.3 % breastfed exclusively at 6 months
67.2 % did some breastfeeding at 6 months
These rates are less than the rates for Canada.

BREASTFEEDING IMPROVES HEALTH OUTCOMES

Babies: Reduced risk of infections, some chronic diseases, obesity.

Mothers: Lower risk of breast/ovarian cancer, postpartum depression.

ECONOMIC IMPACT OF INCREASED BREASTFEEDING RATES

Reduced incidence of common pediatric illnesses and associated healthcare costs and resource burdens. Estimated cost savings of US \$32–63 million annually and US \$23–51 million in childhood healthcare costs.

BARRIERS TO BREASTFEEDING SUCCESS

Inconsistent support in hospitals and communities.
Lack of skilled professional and peer support if facing breastfeeding challenges
Misinformation and social pressures to supplement

CALL TO ACTION

Invest in BFI designation and support services across Ontario.
Fund training, staffing, and public education.
Prioritize breastfeeding as a public health strategy.



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